

CONTRACT



Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

Crossroads Media LLC
1240 North Pitt Street
Suite 300
Alexandria, VA 22314

| | | |
|---|---|--|
| <u>Contract / Revision</u> 364106 / | | <u>Alt Order #</u> 06865710 |
| <u>Product</u> Pro-Romney | | |
| <u>Contract Dates</u> 10/23/12 - 10/29/12 | <u>Estimate #</u> 1253 | |
| <u>Advertiser</u> Crossroads GPS | | <u>Original Date / Revision</u> 10/19/12 / 10/22/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WTMJ | <u>Account Executive</u> Anjanette Brady | <u>Sales Office</u> Petty-Philadelph |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Households | | |
| <u>IDB#</u> | <u>Advertiser Code</u> 12 | <u>Product Code</u> 11 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|-------|-------------------|-----------------|--------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1 | WTMJ | 10/23/12 | 10/23/12 | Noon News Rotation | 12n-1p | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -T----- | | | | 1 | \$1,000.00 | | | |
| N 2 | WTMJ | 10/24/12 | 10/24/12 | Noon News Rotation | 12n-1p | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$1,000.00 | | | |
| N 3 | WTMJ | 10/25/12 | 10/25/12 | Noon News Rotation | 12n-1p | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$1,000.00 | | | |
| N 4 | WTMJ | 10/26/12 | 10/26/12 | Noon News Rotation | 12n-1p | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$1,000.00 | | | |
| N 5 | WTMJ | 10/29/12 | 10/29/12 | Noon News Rotation | 12n-1p | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$1,000.00 | | | |
| N 6 | WTMJ | 10/28/12 | 10/28/12 | Sunday Insight | 10am-1030am | | 1:00 | | | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -----S | | | | 1 | \$1,500.00 | | | |
| N 7 | WTMJ | 10/23/12 | 10/23/12 | The Morning Blend | 9a-10a | | 1:00 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -T----- | | | | 1 | \$400.00 | | | |
| N 8 | WTMJ | 10/24/12 | 10/24/12 | The Morning Blend | 9a-10a | | 1:00 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$400.00 | | | |
| N 9 | WTMJ | 10/25/12 | 10/25/12 | The Morning Blend | 9a-10a | | 1:00 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$400.00 | | | |
| N 10 | WTMJ | 10/26/12 | 10/26/12 | The Morning Blend | 9a-10a | | 1:00 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$400.00 | | | |
| N 11 | WTMJ | 10/29/12 | 10/29/12 | The Morning Blend | 9a-10a | | 1:00 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$400.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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| <u>Contract / Revision</u> 364106 / | | <u>Alt Order #</u> 06865710 |
| <u>Contract Dates</u> 10/23/12 - 10/29/12 | <u>Product</u> Pro-Romney | <u>Estimate #</u> 1253 |
| <u>Advertiser</u> Crossroads GPS | | <u>Original Date / Revision</u> 10/19/12 / 10/22/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-----------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| N 12 | WTMJ | 10/28/12 | 10/28/12 | Live at Daybreak-Sun. 8a-9a | 8am-9am | | 1:00 | | | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | 1 | \$1,500.00 | | | |
| N 13 | WTMJ | 10/23/12 | 10/23/12 | Live at 4:30 News | 430p-5p | | 1:00 | | | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | 1 | \$1,800.00 | | | |
| N 14 | WTMJ | 10/24/12 | 10/24/12 | Live at 4:30 News | 430p-5p | | 1:00 | | | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$1,800.00 | | | |
| N 15 | WTMJ | 10/25/12 | 10/25/12 | Live at 4:30 News | 430p-5p | | 1:00 | | | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$1,800.00 | | | |
| N 16 | WTMJ | 10/26/12 | 10/26/12 | Live at 4:30 News | 430p-5p | | 1:00 | | | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$1,800.00 | | | |
| N 17 | WTMJ | 10/29/12 | 10/29/12 | Live at 4:30 News | 430p-5p | | 1:00 | | | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$1,800.00 | | | |
| D 18 | WTMJ | 10/23/12 | 10/23/12 | Days of Our Lives | 1p-2p | | 1:00 | | | NM | 0 | \$0.00 |
| N 19 | WTMJ | 10/24/12 | 10/24/12 | Days of Our Lives | 1p-2p | | 1:00 | | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$600.00 | | | |
| N 20 | WTMJ | 10/25/12 | 10/25/12 | Days of Our Lives | 1p-2p | | 1:00 | | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$600.00 | | | |
| N 21 | WTMJ | 10/26/12 | 10/26/12 | Days of Our Lives | 1p-2p | | 1:00 | | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$600.00 | | | |
| N 22 | WTMJ | 10/29/12 | 10/29/12 | Days of Our Lives | 1p-2p | | 1:00 | | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$600.00 | | | |
| N 23 | WTMJ | 10/28/12 | 10/28/12 | Today Show Sunday | 7a-8a | | 1:00 | | | NM | 1 | \$1,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | 1 | \$1,700.00 | | | |
| N 24 | WTMJ | 10/23/12 | 10/23/12 | Live at 3:00 News | 3p-4p | | 1:00 | | | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | 1 | \$800.00 | | | |
| N 25 | WTMJ | 10/24/12 | 10/24/12 | Live at 3:00 News | 3p-4p | | 1:00 | | | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$800.00 | | | |
| N 26 | WTMJ | 10/25/12 | 10/25/12 | Live at 3:00 News | 3p-4p | | 1:00 | | | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$800.00 | | | |
| N 27 | WTMJ | 10/26/12 | 10/26/12 | Live at 3:00 News | 3p-4p | | 1:00 | | | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$800.00 | | | |
| N 28 | WTMJ | 10/29/12 | 10/29/12 | Live at 3:00 News | 3p-4p | | 1:00 | | | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$800.00 | | | |

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| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| N 29 | WTMJ | 10/23/12 | 10/23/12 | Live at 4:00 News | 4p-430p | | 1:00 | | | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | 1 | \$1,500.00 | | | |
| N 30 | WTMJ | 10/24/12 | 10/24/12 | Live at 4:00 News | 4p-430p | | 1:00 | | | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$1,500.00 | | | |
| N 31 | WTMJ | 10/25/12 | 10/25/12 | Live at 4:00 News | 4p-430p | | 1:00 | | | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$1,500.00 | | | |
| N 32 | WTMJ | 10/26/12 | 10/26/12 | Live at 4:00 News | 4p-430p | | 1:00 | | | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$1,500.00 | | | |
| N 33 | WTMJ | 10/29/12 | 10/29/12 | Live at 4:00 News | 4p-430p | | 1:00 | | | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$1,500.00 | | | |
| D 34 | WTMJ | 10/23/12 | 10/23/12 | Today Show M-F | 7a-9a | | 1:00 | | | NM | 0 | \$0.00 |
| D 35 | WTMJ | 10/24/12 | 10/24/12 | Today Show M-F | 7a-9a | | 1:00 | | | NM | 0 | \$0.00 |
| D 36 | WTMJ | 10/25/12 | 10/25/12 | Today Show M-F | 7a-9a | | 1:00 | | | NM | 0 | \$0.00 |
| N 37 | WTMJ | 10/26/12 | 10/26/12 | Today Show M-F | 7a-9a | | 1:00 | | | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$2,000.00 | | | |
| N 38 | WTMJ | 10/29/12 | 10/29/12 | Today Show M-F | 7a-9a | | 1:00 | | | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$2,000.00 | | | |
| N 39 | WTMJ | 10/28/12 | 10/28/12 | Meet the Press | 9am-10am | | 1:00 | | | NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | 1 | \$4,000.00 | | | |
| N 40 | WTMJ | 10/23/12 | 10/23/12 | Live at Daybreak-Early | 5a-6a | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | 1 | \$1,000.00 | | | |
| N 41 | WTMJ | 10/24/12 | 10/24/12 | Live at Daybreak-Early | 5a-6a | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$1,000.00 | | | |
| N 42 | WTMJ | 10/25/12 | 10/25/12 | Live at Daybreak-Early | 5a-6a | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$1,000.00 | | | |
| N 43 | WTMJ | 10/26/12 | 10/26/12 | Live at Daybreak-Early | 5a-6a | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$1,000.00 | | | |
| N 44 | WTMJ | 10/29/12 | 10/29/12 | Live at Daybreak-Early | 5a-6a | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$1,000.00 | | | |
| D 45 | WTMJ | 10/23/12 | 10/23/12 | Live at 5 News | 5p-530p | | 1:00 | | | NM | 0 | \$0.00 |
| D 46 | WTMJ | 10/24/12 | 10/24/12 | Live at 5 News | 5p-530p | | 1:00 | | | NM | 0 | \$0.00 |
| N 47 | WTMJ | 10/25/12 | 10/25/12 | Live at 5 News | 5p-530p | | 1:00 | | | NM | 1 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$2,400.00 | | | |
| N 48 | WTMJ | 10/26/12 | 10/26/12 | Live at 5 News | 5p-530p | | 1:00 | | | NM | 1 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

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|--|------------------------------|--|
| <u>Contract / Revision</u> 364106 / | | <u>Alt Order #</u> 06865710 |
| <u>Contract Dates</u> 10/23/12 - 10/29/12 | <u>Product</u> Pro-Romney | <u>Estimate #</u> 1253 |
| <u>Advertiser</u> Crossroads GPS | | <u>Original Date / Revision</u> 10/19/12 / 10/22/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$2,400.00 | | | |
| N 49 | WTMJ | 10/29/12 | 10/29/12 | Live at 5 News | 5p-530p | | 1:00 | | | NM | 1 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$2,400.00 | | | |
| N 50 | WTMJ | 10/23/12 | 10/23/12 | Access Hollywood | 630p-7p | | 1:00 | | | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | 1 | \$2,000.00 | | | |
| N 51 | WTMJ | 10/24/12 | 10/24/12 | Access Hollywood | 630p-7p | | 1:00 | | | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$2,000.00 | | | |
| N 52 | WTMJ | 10/25/12 | 10/25/12 | Access Hollywood | 630p-7p | | 1:00 | | | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$2,000.00 | | | |
| N 53 | WTMJ | 10/26/12 | 10/26/12 | Access Hollywood | 630p-7p | | 1:00 | | | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$2,000.00 | | | |
| N 54 | WTMJ | 10/29/12 | 10/29/12 | Access Hollywood | 630p-7p | | 1:00 | | | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$2,000.00 | | | |
| N 55 | WTMJ | 10/28/12 | 10/28/12 | Live at 5 Sunday | 5p-530p | | 1:00 | | | NM | 1 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | 1 | \$2,400.00 | | | |
| N 56 | WTMJ | 10/23/12 | 10/23/12 | Today Show III | 11a-12n | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | 1 | \$1,000.00 | | | |
| N 57 | WTMJ | 10/24/12 | 10/24/12 | Today Show III | 11a-12n | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$1,000.00 | | | |
| N 58 | WTMJ | 10/25/12 | 10/25/12 | Today Show III | 11a-12n | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$1,000.00 | | | |
| N 59 | WTMJ | 10/26/12 | 10/26/12 | Today Show III | 11a-12n | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$1,000.00 | | | |
| N 60 | WTMJ | 10/29/12 | 10/29/12 | Today Show III | 11a-12n | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$1,000.00 | | | |
| N 61 | WTMJ | 10/23/12 | 10/23/12 | Tonight Show | 1035p-1137p | | 1:00 | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | 1 | \$3,000.00 | | | |
| N 62 | WTMJ | 10/24/12 | 10/24/12 | Tonight Show | 1035p-1137p | | 1:00 | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$3,000.00 | | | |
| N 63 | WTMJ | 10/25/12 | 10/25/12 | Tonight Show | 1035p-1137p | | 1:00 | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$3,000.00 | | | |
| N 64 | WTMJ | 10/26/12 | 10/26/12 | Tonight Show | 1035p-1137p | | 1:00 | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$3,000.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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(414)332-9611

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| | | |
|--|------------------------------|--|
| <u>Contract / Revision</u> 364106 / | | <u>Alt Order #</u> 06865710 |
| <u>Contract Dates</u> 10/23/12 - 10/29/12 | <u>Product</u> Pro-Romney | <u>Estimate #</u> 1253 |
| <u>Advertiser</u> Crossroads GPS | | <u>Original Date / Revision</u> 10/19/12 / 10/22/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 65 | WTMJ | 10/29/12 | 10/29/12 | Tonight Show | 1035p-1137p | | 1:00 | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$3,000.00 | | | |
| N 66 | WTMJ | 10/23/12 | 10/23/12 | Late Night w/Jimmy Fallon | 1137p-1236a | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | 1 | \$1,000.00 | | | |
| N 67 | WTMJ | 10/24/12 | 10/24/12 | Late Night w/Jimmy Fallon | 1137p-1236a | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$1,000.00 | | | |
| N 68 | WTMJ | 10/25/12 | 10/25/12 | Late Night w/Jimmy Fallon | 1137p-1236a | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$1,000.00 | | | |
| N 69 | WTMJ | 10/26/12 | 10/26/12 | Late Night w/Jimmy Fallon | 1137p-1236a | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$1,000.00 | | | |
| N 70 | WTMJ | 10/29/12 | 10/29/12 | Late Night w/Jimmy Fallon | 1137p-1236a | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$1,000.00 | | | |
| N 71 | WTMJ | 10/23/12 | 10/23/12 | Access Hollywood Live-2pm | 2pm-3pm | | 1:00 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | 1 | \$400.00 | | | |
| N 72 | WTMJ | 10/24/12 | 10/24/12 | Access Hollywood Live-2pm | 2pm-3pm | | 1:00 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$400.00 | | | |
| N 73 | WTMJ | 10/25/12 | 10/25/12 | Access Hollywood Live-2pm | 2pm-3pm | | 1:00 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$400.00 | | | |
| N 74 | WTMJ | 10/26/12 | 10/26/12 | Access Hollywood Live-2pm | 2pm-3pm | | 1:00 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$400.00 | | | |
| N 75 | WTMJ | 10/29/12 | 10/29/12 | Access Hollywood Live-2pm | 2pm-3pm | | 1:00 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$400.00 | | | |
| N 76 | WTMJ | 10/27/12 | 10/27/12 | Saturday Night Live | 1030p-1205a | | 1:00 | | | NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | 1 | \$4,000.00 | | | |
| D 77 | WTMJ | 10/23/12 | 10/23/12 | Live at Daybreak | 6a-7a | | 1:00 | | | NM | 0 | \$0.00 |
| D 78 | WTMJ | 10/24/12 | 10/24/12 | Live at Daybreak | 6a-7a | | 1:00 | | | NM | 0 | \$0.00 |
| D 79 | WTMJ | 10/25/12 | 10/25/12 | Live at Daybreak | 6a-7a | | 1:00 | | | NM | 0 | \$0.00 |
| N 80 | WTMJ | 10/26/12 | 10/26/12 | Live at Daybreak | 6a-7a | | 1:00 | | | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$2,500.00 | | | |
| N 81 | WTMJ | 10/29/12 | 10/29/12 | Live at Daybreak | 6a-7a | | 1:00 | | | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$2,500.00 | | | |
| D 82 | WTMJ | 10/23/12 | 10/23/12 | Live at 6 News | 6-630p | | 1:00 | | | NM | 0 | \$0.00 |
| D 83 | WTMJ | 10/24/12 | 10/24/12 | Live at 6 News | 6-630p | | 1:00 | | | NM | 0 | \$0.00 |
| D 84 | WTMJ | 10/25/12 | 10/25/12 | Live at 6 News | 6-630p | | 1:00 | | | NM | 0 | \$0.00 |
| N 85 | WTMJ | 10/26/12 | 10/26/12 | Live at 6 News | 6-630p | | 1:00 | | | NM | 1 | \$4,000.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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| | | |
|--|------------------------------|--|
| <u>Contract / Revision</u> 364106 / | | <u>Alt Order #</u> 06865710 |
| <u>Contract Dates</u> 10/23/12 - 10/29/12 | <u>Product</u> Pro-Romney | <u>Estimate #</u> 1253 |
| <u>Advertiser</u> Crossroads GPS | | <u>Original Date / Revision</u> 10/19/12 / 10/22/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|------|-----------|---------------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$4,000.00 | | | |
| N 86 | WTMJ | 10/29/12 | 10/29/12 | Live at 6 News | 6-630p | | 1:00 | | | NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 11/04/12 | M----- | | | | 1 | \$4,000.00 | | | |
| D 87 | WTMJ | 10/28/12 | 10/28/12 | Live at 10pm Sunday | 10:30-11:05pm | | 1:00 | | | NM | 0 | \$0.00 |
| D 88 | WTMJ | 10/27/12 | 10/27/12 | Live at 10pm Saturday | 10p-1030p | | 1:00 | | | NM | 0 | \$0.00 |
| D 89 | WTMJ | 10/23/12 | 10/23/12 | Live at 10pm M-F | 10p-1035p | | 1:00 | | | NM | 0 | \$0.00 |
| N 90 | WTMJ | 10/24/12 | 10/24/12 | Live at 10pm M-F | 10p-1035p | | 1:00 | | | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$5,000.00 | | | |
| N 91 | WTMJ | 10/25/12 | 10/25/12 | Live at 10pm M-F | 10p-1035p | | 1:00 | | | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$5,000.00 | | | |
| N 92 | WTMJ | 10/26/12 | 10/26/12 | Live at 10pm M-F | 10p-1035p | | 1:00 | | | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$5,000.00 | | | |
| N 93 | WTMJ | 10/29/12 | 10/29/12 | Live at 10pm M-F | 10p-1035p | | 1:00 | | | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$5,000.00 | | | |
| N 94 | WTMJ | 10/23/12 | 10/23/12 | Today Show II | 10a-11a | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | 1 | \$1,000.00 | | | |
| N 95 | WTMJ | 10/24/12 | 10/24/12 | Today Show II | 10a-11a | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$1,000.00 | | | |
| N 96 | WTMJ | 10/25/12 | 10/25/12 | Today Show II | 10a-11a | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$1,000.00 | | | |
| N 97 | WTMJ | 10/26/12 | 10/26/12 | Today Show II | 10a-11a | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$1,000.00 | | | |
| N 98 | WTMJ | 10/29/12 | 10/29/12 | Today Show II | 10a-11a | | 1:00 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$1,000.00 | | | |
| D 99 | WTMJ | 10/26/12 | 10/26/12 | Dateline | 9p-10p | | 1:00 | | | NM | 0 | \$0.00 |
| D 100 | WTMJ | 10/23/12 | 10/23/12 | Parenthood | 9-10p | | 1:00 | | | NM | 0 | \$0.00 |
| D 101 | WTMJ | 10/28/12 | 10/28/12 | NFL Sunday Night Football | 7:15pm-10:30pm | | 1:00 | | | NM | 0 | \$0.00 |
| Totals | | | | | | | | | | | 83 | \$136,200.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|---------------------|---------------------|
| 10/01/12 - 10/28/12 | 65 | \$104,800.00 | \$89,080.00 |
| 10/29/12 - 10/29/12 | 18 | \$31,400.00 | \$26,690.00 |
| Totals | 83 | \$136,200.00 | \$115,770.00 |

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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